

**WHAT IS CLAIMED IS:**

1. A method of facilitating delivery of content from a content provider to a user, said method comprising the steps of: negotiating an agreement between the content provider and the user to provide content to the user and to provide compensation to the user for receiving the content, wherein the content comprises at least one advertisement.

2. The method of Claim 1, wherein the content comprises at least one selected from the group consisting of: a telephone message including an advertisement, an email message including an advertisement, and an on-line advertisement.

3. A method of facilitating delivery of content from a content provider to a user, said method comprising the steps of:

receiving authorization from the user to represent the user to the content provider; and

negotiating an agreement between the content provider and the user to provide content to the user.

4. The method of Claim 3, further comprising the step of the content provider providing the content to the user.

5. The method of Claim 4, further comprising the step of providing compensation to the user for receiving the content.

6. The method of Claim 3, wherein the step of receiving authorization further comprises the steps of:

establishing a user account containing a profile of the user; and  
the user accepting conditions for the representation.

7. The method of Claim 6, wherein the step of negotiating an agreement further comprises the steps of:

receiving an offer from the content provider to provide content to the user;  
and  
accepting the offer on behalf of the user based on the user profile.

8. The method of Claim 7, further comprising the step of selectively granting the content provider access to the user profile.

9. A method of promoting a user for receiving content from a content provider, said method comprising the steps of:

receiving authorization from the user to represent the user to the content provider;  
receiving an offer from the content provider to provide content to the user;

communicating acceptance of the offer to the content provider on behalf of the user; and  
providing the content to the user.

10. The method of Claim 9, further comprising the step of providing compensation to the user for receiving the content.

11. The method of Claim 9, wherein the content is provided to the user by the content provider.

12. The method of Claim 10, wherein the compensation is provided to the user by the content provider.

13. The method of Claim 10, further comprising the steps of:  
establishing a user account containing a profile of the user; and  
selectively permitting access to the user profile by the content provider.

14. The method of Claim 13, wherein the step of establishing a user profile further comprises the steps of:  
collecting data relating to the user; and  
storing the data in a location accessible by the user and the content provider.

15. The method of Claim 9, wherein the content comprises a telephone message including an advertisement.

16. The method of Claim 9, wherein the content comprises an email message including an advertisement.

17. The method of Claim 9, wherein the content comprises an on-line advertisement.

18. The method of Claim 9, wherein the step of providing the content to the user further comprises the step of the user contacting the content provider.

19. The method of Claim 13, further comprising the step of tracking the content provided to the user.

20. The method of Claim 19, further comprising steps of:  
calculating the compensation based on the content provided to the user; and  
crediting the user account with the compensation.

21. A method of representing a user for receiving content, said method comprising the steps of:  
establishing a user account containing a profile of the user;

selectively granting a first content provider access to the user profile; receiving an offer from the first content provider to provide content to the user; communicating acceptance of the offer to the first content provider on behalf of the user; and providing the content to the user.

22. The method of Claim 21, further comprising the step of communicating a counter-offer to the first content provider on behalf of the user.

23. The method of Claim 21, further comprising the step of providing compensation to the user for receiving the content.

24. The method of Claim 23, further comprising the step of tracking the content provided to the user.

25. The method of Claim 24, further comprising the steps of:  
calculating the compensation based on the content provided to the user; and  
crediting the user account with the compensation.

26. The method of Claim 21, further comprising the step of communicating to a second content provider a demand to cease providing content to the user.

27. A computer readable medium containing program instructions for:  
receiving authorization from a user to represent the user to a content provider;  
receiving an offer from the content provider to provide content to the user;  
and  
communicating acceptance of the offer to the content provider on behalf of the user.

28. The computer readable medium of Claim 27, further containing program instructions for:

establishing a user account containing a profile of the user; and  
selectively permitting access to the user profile by the content provider.

29. The computer readable medium of Claim 28, further containing program instructions for:

calculating compensation to be provided to the user for receiving the content based on the content provided to the user; and  
crediting the user account with the compensation.